

(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property Organization International Bureau



(43) International Publication Date
3 March 2005 (03.03.2005)

PCT

(10) International Publication Number
WO 2005/020576 A1

Best Available Copy

(51) International Patent Classification⁷: **H04N 7/173**

(21) International Application Number:
PCT/KR2003/002916

(22) International Filing Date:
30 December 2003 (30.12.2003)

(25) Filing Language: **Korean**

(26) Publication Language: **English**

(30) Priority Data:
10-2003-0057531 20 August 2003 (20.08.2003) **KR**

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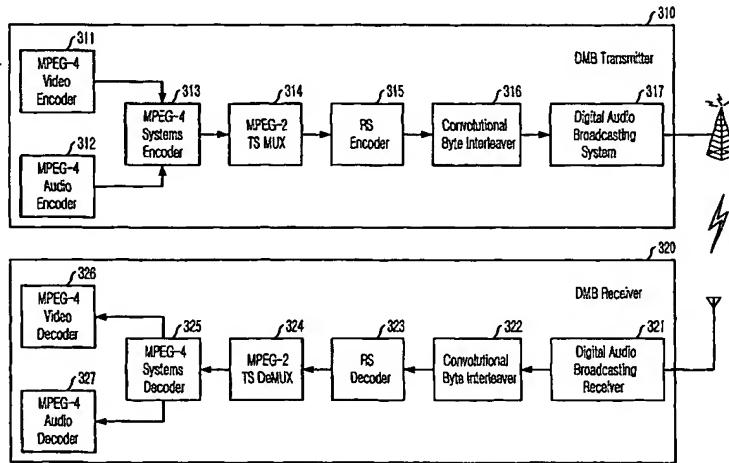
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(81) Designated States (national): **AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.**

(84) Designated States (regional): **ARIPO patent (BW, GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZM, ZW),**

[Continued on next page]

(54) Title: **SYSTEM AND METHOD FOR DIGITAL MULTIMEDIA BROADCASTING**



(57) Abstract: Provided is a digital multimedia broadcasting (DMB) system that can provide a multimedia data broadcasting service having an excellent reception quality, a method thereof, and a computer-readable recording medium for recording a program that implements the method. The DMB system includes an encoding unit for encoding an inputted audio/video signal; a synchronizing unit for synchronizing media stream, additional data, interactive service objectifying data that are outputted from the encoding unit; a multiplexing unit for multiplexing the media stream outputted from the synchronizing unit; an error correction encoding unit for performing additional error correction encoding on the media stream outputted from the multiplexing unit; an interleaving unit for removing temporal correlation between adjacent byte units within a data stream outputted from the error correction encoding unit; and a transmitting unit for transmitting a DMB media stream outputted from the interleaving unit to the conventional DAB system and other digital broadcasting systems.

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Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IT, LU, MC, NL, PT, RO, SE, SI, SK, TR), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

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Published:

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